



PRESS RELEASE

For Immediate Release

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Unleash the Adventure: Polaris Adventures launches first ever multi-faceted marketing campaign

MINNEAPOLIS (April 1, 2019) — With more than 90 Outfitters in 33 states, Polaris Adventures® has offered over 50,000 ride and drive experiences for customers across the U.S. since its start in 2017. Having seen impressive growth throughout the last year, Polaris Adventures is launching its first-ever multi-faceted national marketing campaign to share the ultimate message to: Unleash the Adventure.

Polaris Adventures partners with premium rental and guide services to offer a fun and unique way to explore the outdoors using state-of-the-art Polaris® vehicles. This campaign aims to inspire people and bring to life the opportunity to embark on unforgettable experiences at epic destinations coast to coast. Because Polaris Adventures makes adventure possible, new and seasoned riders alike can discover true bucket-list experiences by exploring different terrain, test-driving new vehicles and perhaps even uncovering a piece of themselves by unleashing their adventure.

“This campaign speaks to the adventurer inside us all,” said Gray Rentz, Polaris Adventures director. “Less routine than typical tourist attractions, families and adventure groups can go explore coastlines in a Slingshot®, mountaineer in a RZR®, or journey through fresh powder on a Polaris Snowmobile. Through our expansive network of Certified Outfitters, guests can unleash their own sense of adventure at a variety of locations nationwide.”

Beginning now through the end of the year, the Polaris Adventures’ Unleash the Adventure campaign will introduce a new audience to the brand and inspire customers to experience the ride of a lifetime.

For more information about Polaris Adventures, visit Adventures.Polaris.com. Follow #UnleashtheAdventure on Instagram to watch the campaign unfold.

About Polaris Adventures: Polaris Adventures brings together a select network of Outfitters to provide premium ride and drive experiences at epic destinations nationwide. Creating safe, memorable, year-round adventures for all skill levels, Polaris Adventures offers worry free half and full-day options for couples, families and adventure groups in state-of-the-art Polaris™ vehicles. Visit Adventures.Polaris.com to learn more.

About Polaris Industries Inc.:

Polaris Industries Inc. (NYSE: PII) is a global powersports leader that has been fueling the passion of riders, workers and outdoor enthusiasts for more than 60 years. With annual 2018 sales of \$6.1 billion, Polaris’

innovative, high-quality product line-up includes the RANGER®, RZR® and Polaris GENERAL™ side-by-side off-road vehicles; Sportsman® all-terrain off-road vehicles; Indian Motorcycle® mid-size and heavyweight motorcycles; Slingshot® moto-roadsters; snowmobiles; and pontoon, deck and cruiser boats. Polaris enhances the riding experience with parts, garments and accessories, along with a growing aftermarket portfolio, including Transamerican Auto Parts. Polaris' presence in adjacent markets globally includes military and commercial off-road vehicles, quadricycles, and electric vehicles. Proudly headquartered in Minnesota, Polaris serves more than 100 countries across the globe. Visit www.polaris.com for more information.

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